



June 23, 1994

Ms. Gina Fawcett
Philip Morris USA
120 Park Avenue
New York, NY 10017

Dear Gina:

Thanks so much for your time last week and the opportunity to present the results of the Alpine Instant Coupon Machine test in the Convenience Store class of trade. Although the results seem extremely positive, I can understand your need to evaluate the data based on pre-test period shipments. We have contacted Liberty and are waiting for them to respond.

As soon as we get the data into our office, I will forward it to you. Additionally, I will keep you up to date on the status and next steps of expanding this test further in the two original chains, as well as any Convenience Store chains. Thanks again for your time and I look forward to seeing you again soon.

Best Regards,

Debbie Rouatt
Group Sales Manager

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